

**ABSTRACT****Shopping Assistance Method and Apparatus**

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A shopping assistance method and apparatus is provided in which a shopper captures information about an item of interest and either stores it in a handheld device or sends it over a mobile radio infrastructure to a service system for storage. When the shopper returns home, the shopper either downloads the captured data to a home PC or uses the latter to access the service system. In either case, the captured data is presented to the user as a personal shopping catalogue (80) showing, by shop visited (81), the items of interest (82, 83). The captured data can then be used to retrieve additional information, for example, from the websites of the shops concerned.

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